## Sec. 106-1123. On-premises advertising signs.

- (a) Residential districts. The following signs shall be permitted in any residential district, excluding the SPI-1 district:
  - (1) Those signs described in subsection (k) of this section.
  - (2) Permanent detached signs for the purpose of identification of a residential or townhouse subdivision/development, limited to one sign per subdivision/development entrance and not exceeding seven feet in height and 72 square feet in size per sign face.
  - (3) Permanent detached signs for the purpose of identification of any use requiring specific approval by either the planning commission or zoning board of appeals (excluding home occupation), limited to one double-faced sign per building site and not exceeding 15 feet in height and 72 square feet per sign face for sites with less than 200 feet of frontage. Sites with frontage greater than 200 feet, shall be limited to one double-faced sign per building site and not exceeding 30 feet in height and 150 square feet per sign face.
  - (4) Permanent detached signs for the purpose of identification of a multifamily complex/development, limited to one double-faced sign at the principal entrance and not exceeding 15 feet in height and 72 square feet in size per sign face.
  - (5) Residential nameplate not exceeding one square feet for single-family or two-family residences.
- (b) Business and industrial districts. The following signs shall be permitted in all business and industrial districts, excluding the SPI-3 district:
  - (1) Detached signs not exceeding 45 feet in height shall be permitted in the B-1, B-2, B-3, I-1 and I-2 districts. Detached signs in B-3, I-1 and I-2 districts may be increased in height to sixty feet if such signs are located more than 300 feet from residentially zoned properties.
  - (2) Detached signs along limited access highways not exceeding 100 feet in height only if such signs are located within those areas designated as such on the official zoning map.
  - (3) Attached signs or roof signs in the B-1, B-2, B-3, I-1 and 1-2 districts. Projections above the parapet to which it is attached or the highest surface of a permanent enclosing roof shall be limited to the height for a detached sign on the same premises. Roof signs with two faces or less shall be considered as an acceptable alternative to one permissible ground sign. Roof signs with more than two faces shall be considered as an acceptable alternative to two permissible ground signs.
  - (4) Attached signs in the B-4 district.
  - (5) Detached monument or pole signs in the B-4 district, subject to the following requirements:
    - (a) Permitted only in privately owned paved and/or other open areas of greater than five hundred square feet.
    - (b) Subject to all additional restrictions contained herein, each property shall be limited to a single, double-faced monument or pole sign for each frontage.

- (c) The area of each sign face shall not exceed 72 square feet.
- (d) The height shall not exceed 25 feet.
- (6) Roof signs in the B-4 district, subject to the following requirements:
  - (a) No exposed portion of a structural support shall be visible from a public right-of-way.
  - (b) The lowest portion of each sign face shall be within ten feet of the lowest parapet or highest surface of a permanent enclosing roof.
  - (c) Projections above the parapet to which it is attached or the highest surface of a permanent enclosing roof shall not exceed the greater of fifteen feet or ten percent of the building height.
  - (d) The area of each sign face shall not exceed six hundred seventy-two square feet.
  - (e) Use of a roof sign shall preclude the use of a pole sign on the same parcel or any adjacent property under the control of or for the benefit of the same business.
- (c) Advertisement of nonconforming uses. Any sign used in the advertisement of a nonconforming use, structure, business, etc., shall comply with all of the provisions of this chapter for the zoning district in which the property is located.
- (d) Signs in rights-of-way. Notwithstanding any other provision of this section, no sign shall be permitted within the street right-of-way, except in the B-4, central business district. In such cases they shall not project more than eight feet beyond the building or property line and no closer than two feet from the back of the curbline and must have a minimum clearance of eight feet above the ground or sidewalk level and 15 feet above public driveways and alleys.
- (e) Common definitions and requirements. In all business and industrial districts as they now exist and may hereafter exist, the following definitions and requirements shall apply:

## (1) Definitions:

Attached sign refers to wall signs, or signs mounted on or an integral part of an awning.

Building height refers to the vertical distance measured from the ground level to the highest parapet or permanent enclosing roof.

Double-faced sign means a sign with two sign faces, generally back to back.

Frontage means that portion of the property where direct vehicular access could be permitted as set forth in section 106-1180.

Ground sign an outdoor advertising display sign when such sign is supported by uprights or braces in or upon the ground; or when such sign is mounted upon a vehicle, trailer, or mobile structure principally used for the purpose of advertising. A ground sign includes three basic kinds of detached signs: (1) pole signs, (2) detached readerboard signs (skid-mounted signs permanently anchored to ground) as set forth in subsection (e)(5) herein, and (3) monument signs.

*Height* means the vertical distance measured from the ground level to the highest point of the sign.

Monument sign means any ground sign which is placed in or on the ground with little or no open area below the face.

*On*-premises *sign* any sign that advertises goods, products, services, business, persons or activity found on the premises where the sign is located.

Permanent enclosing roof refers to the highest finish roof of an occupied floor level; or equipment penthouses, storage structures, unimproved or unoccupied volumes which shall only be considered when architecturally compatible with the remainder of the building and when the total enclosed footprint of such an improvement exceeds twenty percent of the primary floor area or has no horizontal dimension less than twenty feet. Architectural compatibility shall be subject to the approval of the planning director or his designee.

*Pole sign* means any ground sign which is supported by poles, columns or other similar structures or supports in or on the ground and independent of support from any building.

Principal frontage means that frontage which is in accordance with the address of the building site.

Roof signs are any signs (including attached signs) that project more than three feet above the permanent enclosing roof or the parapet to what it is attached.

Sign face means that part of the sign where copy and display matter is or could be located.

Temporary sign means any sign that is intended to be displayed for a specified or limited time period such as a sale, single event, or until a permanent sign can be installed. Included in this category are sandwich (A-frame) signs, banner signs, inflatable or gasfilled signs and retailers' signs displayed for the purpose of informing the public of a sale or special offer.

Visibility triangle means the triangle formed by the intersecting street right-of-way lines and a straight line connecting such street lines at points 30 feet from the point of intersection measured along such street lines.

Wall sign means any sign affixed to, painted on, or attached to the exterior of any building or structure.

(2) Number of location of ground signs in all industrial and business districts except B-4. One detached sign for each 200 feet of frontage or fraction thereof to be permitted per business. However, when more than one business occupies a single building or a series of buildings joined or grouped together, but acting as an individual entity (e.g., a shopping center, office complex, etc.) one detached sign contained all business identification signs will be permitted for each 200 feet of frontage or fraction thereof. Each frontage shall act independently of the other. (See note below.)

Note:

0--200 feet = one sign 201--400 feet = two signs 401--600 feet = three signs, etc.

No sign (other than a legally permitted single pole sign whose pole is less than 16 inches in diameter) more than three feet in height shall be erected, placed or maintained within the visibility triangle at intersections.

- (3) Pole sign. In the case of a pole sign, there shall be a minimum height of nine feet from the bottom of the sign display area to the grade surface, unless the top of the sign is not more than three feet above the ground. All parts of the sign face/structure shall be set back at least five feet from any street right-of-way line. Flagpoles displaying flags bearing a company name, logo, insignia, etc., shall be considered a sign.
- (4) Monument signs. Such signs shall be set back at least five feet from the property line and, except as provided below, in no case shall such signs be placed within 15 feet of the curb or edge of pavement. If the sign is three feet or less in height, such sign can be placed at the property line with no minimum from the curb or edge of pavement.
- (5) Detached readerboard. In addition to the allowable number and location of permanently detached signs as set forth in subsection (e)(2) herein, one readerboard shall be permitted for every 200 feet of frontage or fraction thereof provided the following requirements are met:
  - (a) Signs shall be anchored to the ground by methods acceptable to the zoning administrator. Screening of the base, e.g., skirting or landscaping, is encouraged.
  - (b) Signs shall not exceed 50 square feet in size per sign face.
  - (c) A sign permit shall be required.
  - (d) Signs shall be prohibited in residential districts.
  - (e) Signs shall not be placed in a parking space that is part of the minimum parking requirements.
  - (f) Signs shall be set back at least five feet from the property line and, except as provided below, in no case shall such signs be placed within 15 feet of the curb or edge of pavement. If such sign is three feet or less in height, such sign can be placed on the property line with no minimum from the curb or edge of pavement.

- (6) Wall signs. Except as otherwise provided herein, a sign permit is required for all wall signs.
- (7) Lighter than air signs. In lieu of a permissible detached permanent sign, one gas-filled, lighter-than-air sign may be allowed and may be attached to a building if desired, provided the following requirements are met:
  - (a) A sign permit shall be required at the minimum fee.
  - (b) The sign shall be subject to all applicable district requirements.
  - (c) Adherence with section 106-1123 (e) (2), regarding the number and location of ground signs.
  - (d) No more than one gas-filled, lighter-than-air sign shall be permitted per building site.
- (8) *Temporary signs*. Unless otherwise noted in subsection (k) of this section, no permit shall be required if a temporary sign is less than 60 square feet in size; however, a business shall be limited to two temporary signs not exceeding 60 square feet each.

In case of air-filled advertising displays, the following shall apply:

- (a) Must be set back from any property line a distance equal to or greater than its height.
- (b) Maximum allowable time at any one location is 30 days. Permits will be required for each location.
- (c) Permit fee will be based on cross-sectional area, doubled, for odd-shaped figures.
- (d) Displays filled with gas lighter than air are prohibited.
- (e) Displays attached to buildings or vehicles are prohibited.

## (f) Permit.

(1) Required. No sign shall be erected, altered or relocated without first securing a sign permit from the chief building official. No permit will be required when changing out the sign face of an existing business. However, a permit will be required when changing out the sign face to a new business or ownership. Such permit shall contain the location of the sign structure, the name and address of the sign erector which shall be obtained from such drawings showing the design and location of the sign and such other pertinent information as deemed necessary to ensure compliances with all ordinances of the city. The zoning administrator shall ensure that all requirements of this chapter have been met prior to a permit being issued.

- (2) Schedule of permit fees.
  - a. A minimum fee of \$15.00 shall be required for any sign permit unless otherwise noted.

b.	Size of Sign	Amount
	Up to 100 square feet	\$ 25.00
	101-200 square feet	50.00
	201-400 square feet	100.00
	Over 400 square feet	150.00

- c. In the event that a sign is erected, altered or relocated without first securing the proper permits, the permit fee shall be doubled and a \$50.00 penalty shall be assessed. Payment of such fee shall not relieve any person from compliance with all the provisions of this section or from any penalty prescribed by law.
- (g) Compliance with other codes. All signs shall comply with the pertinent requirements of the building code and, if illuminated, the electrical code as well, of the city, including the securing of all permits and payment of any fees regarding such codes.
- (h) Marking of permitted signs. All signs hereafter erected, constructed, altered or maintained, for which a permit is required shall be plainly marked with the name of the person, firm or corporation erecting and/or maintaining such sign and shall have affixed on the front thereof the date and number of the permit issued by the chief building official for such sign.
- (i) Prohibited signs. Strictly prohibited are signs which:
  - (1) Contain or are an imitation of an official traffic sign or signal or contain the words "stop," "go slow," "caution," "danger," "warning" or similar words.
  - (2) Are of a size, shape, location, movement, content, coloring or manner of illumination which may be confused with or construed as a traffic-control device or which hides from view any traffic or street sign or signal.
  - (3) Street signs, banners and streamers suspended over or above dedicated streets or alleys are prohibited.
- (j) *Illuminated and electronic signs*. Illuminated and electronic variable message signs shall be constructed and located so as to protect the general welfare of all citizens and the safety of the motoring public as follows:
  - (1) The light from any illuminated sign shall be so shaded, shielded, or directed that the light intensity or brightness will not be hazardous or objectionable to the adjacent or surrounding areas.
  - (2) Except in the area bounded by Lake Street, Spring Street, Cross Bayou and the Red River, no sign shall have blinking, flashing or fluttering lights or other illuminating device. Beacons or revolving lights shall not be permitted.

- (3) No colored lights shall be used at any location or in any manner so as to be confused with or construed as traffic-control devices.
- (4) Neither the direct nor the reflected light from primary light source shall create a traffic hazard to operators of motor vehicles on public thoroughfares.
- (5) Except in the area bounded by Lake Street, Spring Street, Cross Bayou and the Red River, no exposed reflective-type bulbs and no strobe lights or incandescent lamps exceeding 30 watts shall be used on the exterior surface of any sign so as to expose the face of the bulb, light or lamp to any public street or adjacent property; however, electronic variable message signs will be allowed subject to the additional requirements:
  - (a) Time, date, and temperature must be displayed at least three seconds without changing.
  - (b) Other messages must be displayed at least five seconds without changing.
  - (c) Approval is to be tied to a specific location and should sign structure be moved, a new permit shall be necessary.
- (k) Signs exempt from permit requirements. The signs listed in this section are exempt from the permit requirements of this chapter only if the sign does not exceed six square feet in size, except where otherwise specifically enumerated, and complies with structural and safety requirements.
  - (1) Residential nameplate signs for single-family and two-family residences.
  - (2) Street number signs in all districts for all uses.
  - (3) Directional signs erected solely for the purpose of:
    - a Identifying and giving directions for phone booths, restrooms, and parking areas.
    - b Providing direction to motorists within parking lots and structures.
    - c Aiding and directing the movements of pedestrians.
  - (4) Signs protecting private property or identifying property hazards.
  - (5) Temporary signs for the purposes listed below, which shall be removed upon completion of activity (in real estate, completion shall mean closing) or project denoted by sign:
    - a Identifying the location of rummage and garage sales.
    - b On-premises advertising of residentially zoned property for sale, lease or rent, including open house signs up to eight square feet.
    - c Contractor, developer or construction project identification signs and limited to a maximum size of 40 square feet.
  - (6) Notices posted by public agencies (e.g., notice of zoning change).
  - (7) Public utility signs and safety signs required by law.

(8) Public art, regardless of size, with the approval of the Executive Director of the MPC or his designee.

## (I) Nonconforming signs.

- (1) Any on-premises outdoor advertising sign, display or device which was not lawfully permitted and in compliance with the version of this ordinance in force on the date of its installation shall be removed at the owner's expense within ninety days of a notice issued by the Zoning Administrator.
- (2) Nonconforming signs which are structurally altered, relocated or replaced shall comply immediately with all of the provisions of this section except as otherwise provided for in subsection (f) of this section. Nonconforming detached readerboard signs (skid-mounted signs permanently anchored to the ground) shall be made to conform with the requirements as set forth in subsection (e)(5) of this section within six months of July 7, 1992. If compliance is not met within six months, signs shall be removed by the owner at the owner's expense.
- (3) The zoning administrator may order the removal of any sign erected or maintained in violation of this section. He shall give 30 days' written notice to the owner of such sign or of the building, structure or premises on which such sign is located to remove the sign or to bring it into compliance. However, in the case of temporary signs, the zoning administrator shall only be required to give seven days' written notice. He may remove a sign at cost to the owner, immediately and without notice if, in his opinion which shall be final, the sign presents an immediate threat of danger to the safety of the public or if the sign is located within the right-of-way.